

## (12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property  
Organization  
International Bureau



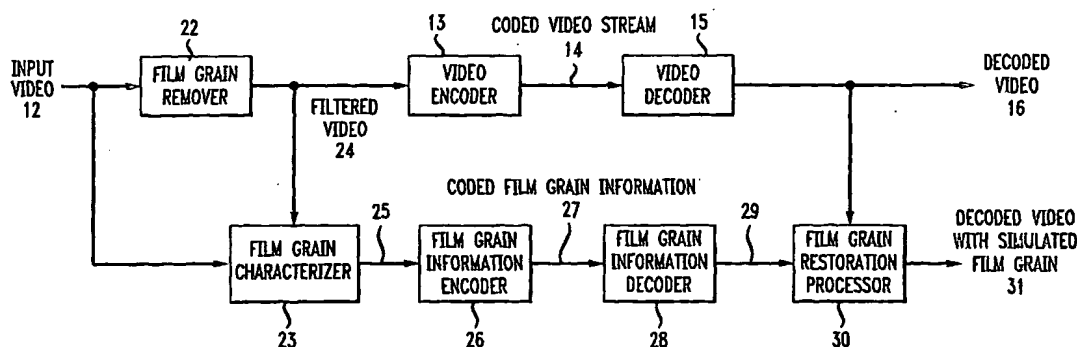
(43) International Publication Date  
4 November 2004 (04.11.2004)

PCT

(10) International Publication Number  
**WO 2004/095829 A1**

- (51) International Patent Classification<sup>7</sup>: **H04N 5/262**, H04B 1/66, H04N 7/12
- (21) International Application Number: PCT/US2004/005365
- (22) International Filing Date: 24 February 2004 (24.02.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 60/462,389 10 April 2003 (10.04.2003) US
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:  
— with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TECHNIQUE FOR SIMULATING FILM GRAIN ON ENCODED VIDEO



(57) Abstract: Simulating film grain in an encoded image occurs by extracting the film grain and then characterizing the film grain for encoding in a video stream to enable the film grain restoration upon decoding. Typically, the film grain is characterized based either on the type of film, or by using a particular model. In practice, the film grain particulars are transmitted as parallel information to the video coded stream, typically as a film grain Supplemental Enhancement Information (SEI) message when using the ITU T H.264 video coding standard.